



SENT VIA ELECTRONIC MAIL

D. M. J 1910197  
T & D J2M 1910193  
S. R. M. X 111  
S. A. M. P.D. 190619

LORI E. MacWILLIAMS  
Chain Accounts Manager

12323 Plaza Drive  
Parma, OH 44130  
216/676-0067  
216/676-1878 (Fax)

TO: ANN

Please note the following and return  
this information to the office no later  
than 10/4/93.

September 14, 1993  
LEM-311-93

To: All Divisions w/TOA Locations

Re: Truckstops of America  
CID #1370-00-00

Camel / Truckstops of America Clock  
Commodity #403075

Managers:

RJR has manufactured a special wall mounted clock (15"Hx49"Lx6"D) for placement in Truckstops of America corporate locations. The clock will qualify locations under the signage requirement for the Preferred Presence Program.

Your assistance is needed in verifying the number of clocks required in each Truckstops of America location. TOA General Managers conducted a survey of each retail shop in all TOA locations to determine the quantity of clocks required (many TOA locations have more than one S.I.S. #).

Please reference the attached document which recaps each location's needs by retail shop (Fuel desk, Convenience Store, Travel store, other). Our sales representatives should contact TOA locations to view the area designated for clock placement to determine if adequate exposure of clock will exist.

In addition, sales representatives must ensure that our signage requirement is satisfied for each preferred presence display in the location. Our OPM will also qualify the store.

i.e.; Truckstops #3 / Brookville

- # active preferred presence plans: 2
- Convenience Store:  
has RJR OPM/has Preferred Presence - no clock needed
- Restaurant/Travel Store:  
has preferred presence/doesn't have OPM - clock needed

As information, TOA will handle installation and electrical wiring of clocks at their expense. All clocks will be shipped directly to each location. Shipping label will be marked for the specific retail area where it is to be installed.

*Please advise if you agree with the survey information attached. If not, please be specific in communicating any problems/opportunities you may uncover at store level. Your response as soon as possible, but no later than OCTOBER 8, 1993 is appreciated.*

Feel free to give me a call if you have any questions. Thank you in advance for your assistance with this project.

Cordially,

Lori E. MacWilliams

LEM/ccs

Attachments - Sent Via FAX

cc: R. N. Young (w/o att.) - Sent Via Fax  
Sales Areas/Regional Sales Managers (w/o att.)

M-2

51849 9595

CAMELSIGN.XLS

## R. J. REYNOLDS OVERHEAD CAMEL/CLOCK SIGNAGE™

Printed 7/21/93

LOC. #	STATE	LOCATION	INVENTORY OF OVERHEAD PACKAGE MERCANDISESETS	CAMEL/CLOCK SIGNAGE NEEDED			
				FUEL DESK	CONVE. STORE	TRAVEL STORE	OTHER (PLEASE SPECIFY)
1	16	ALABAMA	TUSCALOOSA	0	0	1	0
2	07	ARIZONA	ELOY	1	—	—	—
3	33	ARKANSAS	WEST MEMPHIS	0	0	1	0
4	26	CALIFORNIA	ONTARIO	3	0	0	0
5	38	CALIFORNIA	WHEELER RIDGE	—	—	1	—
6	37	GEORGIA	ATLANTA	0	0	1	0
7	04	GEORGIA	Brunswick	1	0	0	0
8	30	ILLINOIS	CHICAGO NORTH	—	—	1	—
9	35	ILLINOIS	EFFINGHAM	0	0	1	0
10	10	INDIANA	GARY	—	—	1	—
11	65	INDIANA	SEYMORE	—	—	1	—
12	28	KENTUCKY	CINCINNATI SOUTH	1	0	0	0
13	69	MICHIGAN	MONROE	—	—	1	—
14	18	MISSOURI	CONCORDIA	1	0	1	0
15	04	NEW JERSEY	COLUMBIA	—	—	1	—
16	08	NEW MEXICO	GALLUP	0	0	1	0
17	14	NEW MEXICO	LAS CRUCES	0	0	1	0
18	23	NEW MEXICO	SANTA ROSA	0	0	1	0
19	02	NORTH CAROLINA	GREENSBORO	0	0	1	0
20	63	OHIO	ASHLAND	—	—	1	—
21	11	OHIO	DAYTON	1	0	1	0
22	61	OHIO	JEFFERSONVILLE	0	0	1	0
23	15	OHIO	LODI	—	—	1	—
24	27	OHIO	STONY RIDGE	0	0	1	0
25	34	OKLAHOMA	OKLAHOMA CITY	1	0	0	1
26	47	PENNSYLVANIA	BARKETTVILLE	0	0	1	0
27	03	PENNSYLVANIA	BROOKVILLE	0	0	1	0
28	12	PENNSYLVANIA	HARRISBURG	1	0	0	0
29	68	PENNSYLVANIA	LAHAR	1	0	1	0
30	25	SOUTH CAROLINA	SPARTANBURG	—	—	1	—
31	13	TENNESSEE	KNOXVILLE	—	—	1	—
32	34	TENNESSEE	NASHVILLE	1	0	0	0
33	05	TEXAS	AMARILLO	—	—	1	—
34	17	TEXAS	BAYTOWN	2	1	0	1
35	31	TEXAS	DALLAS	0	0	1	0
36	01	VIRGINIA	ASHLAND	0	0	1	0
37	21	VIRGINIA	ROANOKE	1	1	0	0
38	32	WEST VIRGINIA	WHEELING	0	0	1	0
39	73	GEORGIA	CORDELE	—	—	—	—
40	76	IOWA	WALCOTT	—	—	—	—
41	72	MISSOURI	MT. VERNON	—	—	—	—
42	74	NORTH CAROLINA	KENLY	—	—	—	—
43	76	OREGON	EUGENE	2	0	0	0
44	75	PENNSYLVANIA	BREEZEWOOD	—	—	—	—

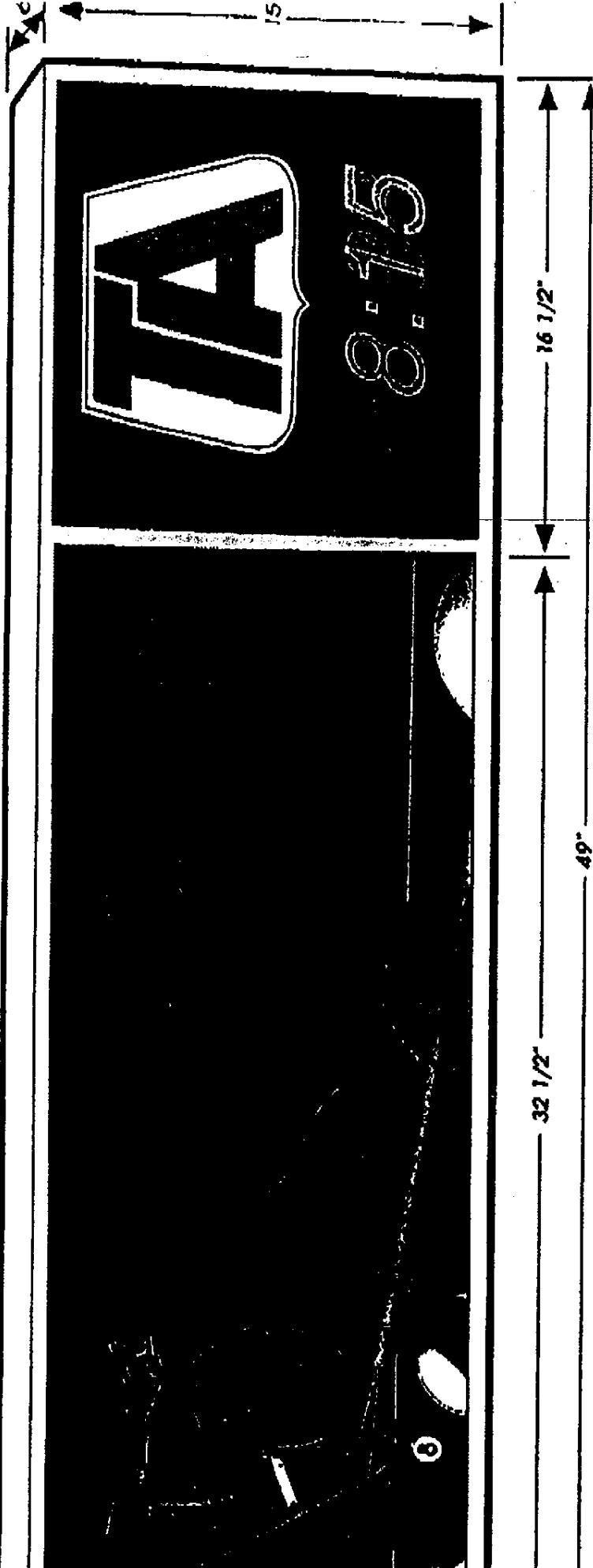
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\*\* ELOY, AZ WOULD LIKE A PACKAGE MERCHANTISER IN LIEU OF SIGN.

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(A)

09/14/93 11:16 R. J. REYNOLDS TOBACCO 003



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